

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 16 November 2022

Meeting Room, Heavy Horse Memorial Building

AGENDA

1. Welcome and Apologies
 - 1.1 Introduction to new committee members
2. New Conflicts of Interest
3. Minutes of the September Meeting
4. Office Bearer elections
5. Action Items
6. Committee Calendar – 2022/3
7. ASFM Business Report
8. Finance/Risk Report
9. Sub Committees
 - 9.1 Sub-committee nominations and elections
 - 9.2 HR Sub-committee
 - 9.3 Risk & Finance Sub-committee
 - 9.4 Market Mix Sub-committee
10. Red Flags & Risk Register
11. AOB
12. Close

NEXT MEETING

Committee Meeting – December?

**ADELAIDE SHOWGROUND FARMERS ' MARKET
 COMMITTEE MEETING – 4.30pm, Wednesday, 21 Sept 2022
 Meeting held at the Heavy Horse Memorial Building and via Zoom**

| | | |
|------------------------|--------------------------|---------------------------|
| Members present | | |
| Lynne Dickson (LD) | Trish Simpson (TS) | Mem Ericson via Zoom (ME) |
| Gay Wallace (GW) | | |
| Apologies | | |
| Diana Williams (DW) | Albert Conterno (AC) | |
| Also attended | | |
| Carol McGrane (AFO) | Christine Robertson (EO) | |

1. Welcome and Apologies

Deputy Chair, LD opened the meeting at 4.33 pm.
 Apologies from DW and AC. Late arrival of GW noted (arrived at 4.49pm).
 It was noted that a quorum was present.

2. New Conflict of Interest (COI)

None declared.

3. Minutes of Previous Meeting

Minutes of the July meeting were moved by TS and seconded by LD. Accepted. (There was no meeting in August).

4. Action Items

CRM discussed at Agenda Item 6.1

Term Deposit – information was obtained from MH.
 It was noted that MH had resigned from the committee and that her RAHS representative replacement would be assigned when new CEO settled in. It was also noted that Bob Heath had resigned from the committee.

ACTION: EO to follow up with MH's contact re Term Deposit.

5. Committee Calendar 2022

5.1 AGM Planning

It was noted that there was no requirement for an election in 2022. Three vacancies: two stallholder and one community position vacant. Two stallholders and one community person have nominated and will automatically be appointed.

ACTION: EO to send requirements for Agenda and AGM/Presentation to LD.

ACTION: A request for questions on notice in advance of AGM to be added to notification of AGM going out to members.

5.2 Financial Specialist Appointment

Treasurer and financial specialist position due to expire in October. GW nominated LD to the financial specialist appointment. LD accepted.

It was resolved that LD be reappointed as the financial specialist to the ASFM Committee.

6. ASFM Business Report

A query was raised regarding Aug site income. EO clarified that site income shown is in respect of September. Income was down because there were less stallholders attending in September at Goodwood Orphanage Park due to the Royal Show.

6.1 CRM Update

Action: EO to send a copy of the agreement with Sirius Technology to legal specialist, GW.

It was resolved that the cost of the CRM be moved to Capital Expenditure. Moved by TS and seconded by ME.

Business Report Accepted.

7. Correspondence

None

8. Finance/Risk Report

A general discussion arose around site and catering income being down (expected during September Showtime). Capital spending on festoon lighting, bike racks, blinds also discussed.

It was resolved to remove the existing signatures from the Macquarie Cash Account and add the Executive Officer Christine Robertson, and Treasurer Lynne Dickson. Two signatories required for cash management, single signatories for information. Moved by GW and seconded by LD.

9. Sub Committee Meeting Reports

9.1 HR Committee

9.1.1 EO Marketing Staff Proposal

A discussion arose re drafting a policy to outlining the role of HR committee and clarifying the EO's role in making appointments.

Action: EO to forward Roz Becker's current contract to legal specialist, GW.

Action: Legal specialist, GW, to draft new contract for Roz Becker. This is to rescind existing contract and to contract for the remaining three months of 2022 and include a 12 month sabbatical and her resumption of work for a two year period with the ASFM in Jan 2024.

9.2 Risk and Finance Committee – No Meeting

It was suggested that risk and finance issues could be discussed at ASFM committee meetings.

9.3 Market Mix Committee – No Meeting

Only 2 members remain on the Market Mix committee.

An update of the market mix policy was proposed to be discussed at the November meeting.

ACTION: AFO to add review dates for policies to calendar.

10. Red Flags & Risk Register

10.1 New Risks

None reported

11. AOB

None

12. Close

5.42 pm meeting closed.

NEXT MEETING

AGM – 19 October 2022 6pm

Adelaide Showground Farmers Market Committee Meeting

Action Items September 2022

| AGENDA ITEM | ACTION | STATUS |
|----------------------------------|---|-------------|
| January 2022 – Agenda Item 11.2 | EO to look for external facilitator and some suitable dates for Strategic Planning Day. | On Hold |
| May 2022 – Agenda Item 11.1 | MCC to issue survey to the committee to establish their requirements for a customer survey | In Progress |
| July 2022 – Agenda Item 5 | MH to seek advice from GM of Finance of RAHS re investment of funds. | Ongoing |
| July 2022 - Agenda Item 6 | EO to work on a paper with legal expert, GW, regarding the right of volunteers to vote as members based on the current constitution and explore criteria required. | Ongoing |
| September 2022 – Agenda Item 4 | EO to follow up with MH's contact re Term Deposit. | Complete |
| September 2022 – Agenda Item 5.1 | EO to send requirements for Agenda and AGM/Presentation to LD | Complete |
| September 2022 – Agenda Item 5.1 | A request for questions on notice in advance of AGM to be added to notification of AGM going out to members. | Complete |
| September 2022 – Agenda Item 6 | EO to send a copy of the agreement with Sirius Technology to legal specialist, GW. | Complete |
| September 2022 – Agenda Item 9 | EO to forward Roz Becker's current contract to legal specialist, GW. | Complete |
| September 2022 – Agenda Item 9 | Legal specialist, GW, to draft new contract for Roz Becker. This is to rescind existing contract and to contract for the remaining three months of 2022 and include a 12 month sabbatical and her resumption of work for a two year period with the ASFM in Jan 2024. | In Progress |

| | | ASFM / Committee Action Items | Election/Terms of Office |
|-----------|------|---|---|
| June | 2023 | Committee meeting 21 June | |
| | | Decision required re Christmas and New Year's market | |
| | | 23/24 budget approval required - Draft | |
| July | 2023 | Committee meeting 19 July Committee to approve AGM and election timeline and documentation Audit Information to be prepared | |
| August | 2023 | Committee meeting 16 August | Wed 9 Aug - Call for nominations |
| | | Approve Financial Report for AGM | |
| | | | NB: Notification of AGM that includes any special resolutions to be received by membership 21 days prior to the meeting |
| September | 2023 | Royal Show Closure Sun 3/9 & 10/9 | Fri 8 Sept - Nominations close |
| | | Committee meeting 20 September | Wed 13 Sep - Notification of AGM/Election to members |
| | | | Wed 13 Sep - Online election |
| October | 2023 | AGM 18 October | Wed 11 Oct - Online election closes |
| | | | Election results announced at AGM Wed 18 Oct |
| | | | |
| November | 2023 | Committee Meeting 15 November | |
| December | 2023 | Meeting 20 December 2023? | |
| January | 2024 | Committee meeting date 17 January | |
| February | 2024 | Committee meeting date 21 February | |
| March | 2024 | Committee meeting date 20 March | |
| April | 2024 | Easter Weekend 29 Mar-31 Mar | |
| | | Committee meeting date 17 April | |
| May | 2024 | Committee meeting date 15 May Staff performance reviews | |
| June | 2024 | Committee meeting 19 June | |
| | | Decision required re Christmas and New Year's market | |
| | | 24/25 budget approval required - Draft | |

The Mission of the Market

“Create a vibrant market environment to connect customers directly to the best
South Australian producers”

Our Vision for the Market

By the end of 2020 the Adelaide Farmers Market will have 3,500 customers visiting it each week.

Our Values and Key Message

We value quality South Australian produce and having a connection to those who produce it. Passion for food is part of our DNA, and with honesty and integrity we stay focussed on the Mission of the market. We don't do politics and we stay professional in our interactions with each other. We aim to enjoy ourselves, take the time to listen to each other's perspectives and create a safe and friendly working environment for everyone working or visiting the market. We value sustainability for both the market and our environment and keep this front of mind in our work.

Purpose of Report

The purpose of the Monthly Business report is to report on where the ASFM is as a business in order to provide the ASFM Committee with evidence based information to base decisions on. This report is compiled with information and expertise from ALL ASFM team members reporting to the Executive Officer and is current as of end of the reporting month.



Total No of Members
 2021/22 2022/23
360 266



Membership this Month
 2021 2022
203 106



Average Weekly Attendance
 2021 2022
2536 3152



NUMBER OF WEEKS
5



Avg No. of Stalls this Month
 2021 2022
92.2 94.4



Google Analytics
 2021 2022
7,038 19,420



Total Direct mail List
 2021 2022
7,493 7,573



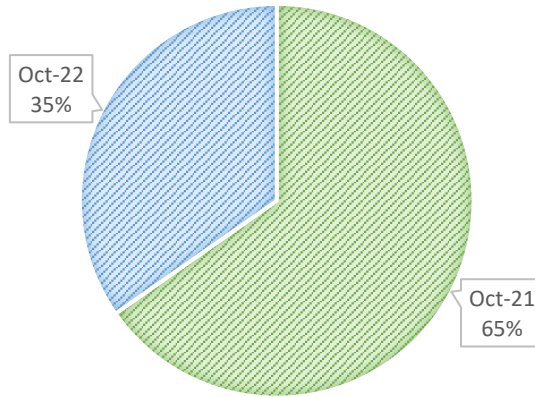
Facebook Follows
 2021 2022
27,919 30,133



Instagram Follows
 2021 2022
18,076 20,042

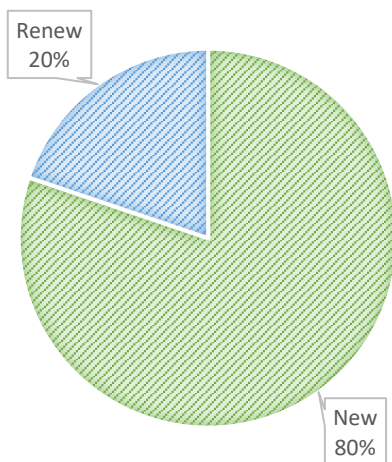
MEMBERSHIP SALES

MEMBERSHIP SALES OCTOBER

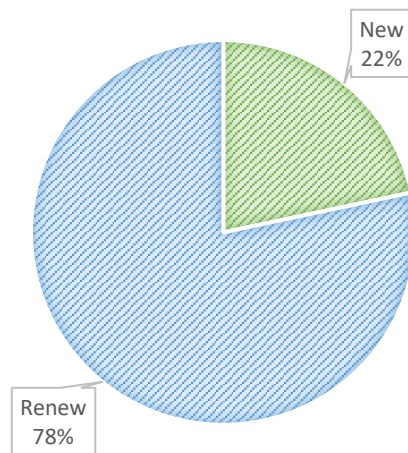


MEMBERSHIPS - NEW VS RENEW

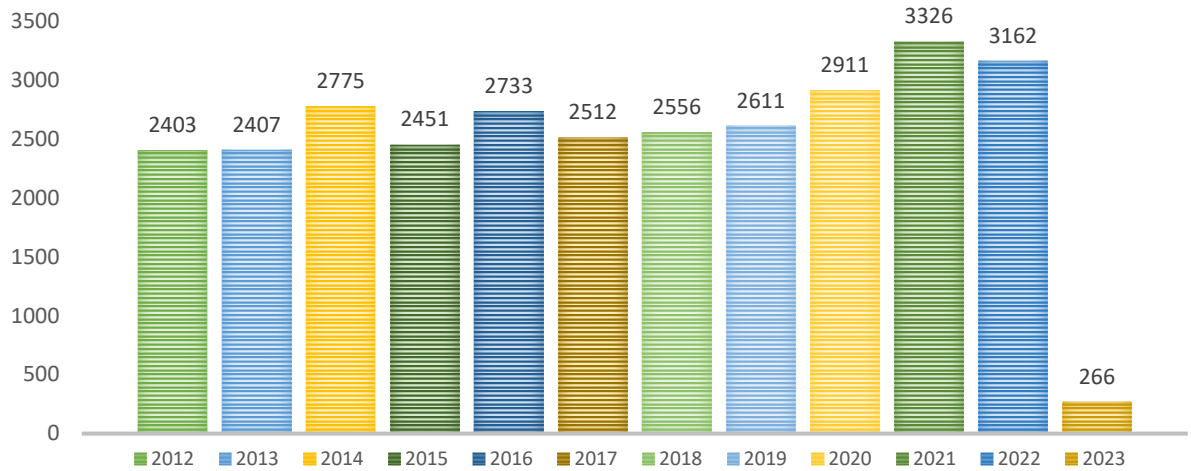
OCTOBER 2022



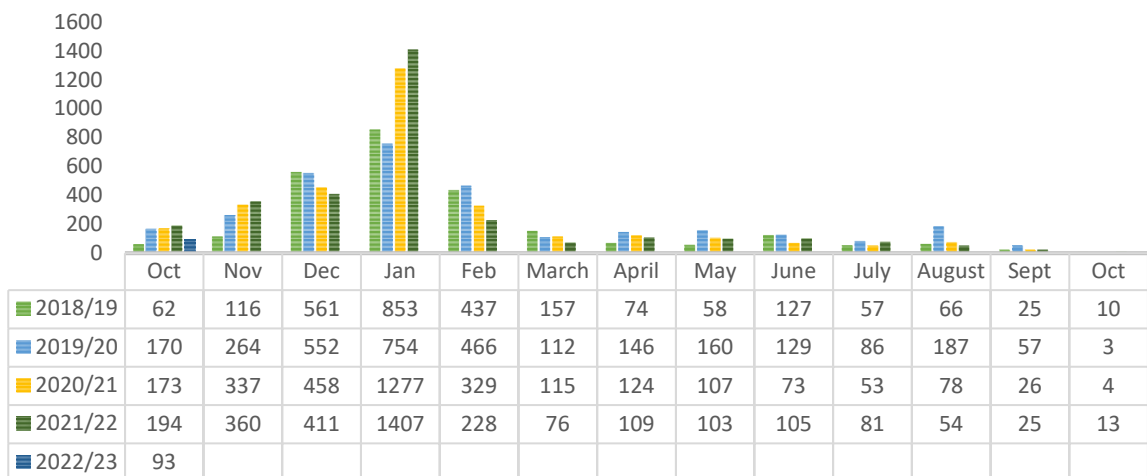
OCTOBER 2021



MEMBERSHIP NUMBERS 2012 - 2023 FINANCIAL YEAR



MEMBERSHIP NUMBERS 18/19 VS 19/20 VS 20/21 VS 21/22 VS 22/23 MEMBERSHIP YEAR



Throughout September and October, a significant amount of time has been focused on the development and testing of new customized software for the ASFM Membership and CRM system. Membership has been given significant priority and focus by staff to ensure the Membership Software could be ready to launch following the AGM and on the 21st October 2022.

Despite significant testing it was decided that a ‘Soft Launch’ would be the most professional approach to commence sales and to ensure that the integration of member data received from the previous developer had successfully migrated into the new system.

It also enabled us to fine tune and iron out any ‘kinks’ before undertaking extensive marketing and communications specifically with renewing members that still have until January to sign up.

On the 21st we opened online sales and ensured we had a team including the Wed Developer at the market for the first 2 weeks to ensure the process ran smoothly. Since the 21 October we have managed to sell 93 memberships, 72 being new and 21 renewed. 77 were purchased online and a further 16 at the market. Demonstrating that the marketing released around “Joining as a New” member via socials and the EDM has been effective, and that the online system is working successfully.

Although the overall year to day figure is down 95 compared with 2022 Membership sales at the same time last year, 136 were “renewals” and these have not yet been targeted with any direct communication which would normally have occurred by this stage. It was a strategic decision to undertake a “soft launch” so as to ensure correct messaging and testing before “Renewing Members” were to be targeted.

We have found “Sign Up to Membership by scanning a QR Code” at the market to be the most effective and highly successful so are revisiting the brochures, stallholder signage and existing signage etc to ensure the QR code included. We will also print less brochures and provide better signage at stalls.

2023 MEMBERSHIP SALES

| | | |
|-----------|---|----------------------|
| 93 | Total Memberships sold this month (20-31 Oct) | 95 ↓ (vs Oct 21) |
| 72 | New Members | |
| 21 | Renewed Members | |
| 16 | Purchased at the market (Total) | |
| 12 | At market - New | |
| 4 | At market – Renewed | |
| 77 | Purchased online (Total) | |
| 60 | Online – New | |
| 17 | Online - Renewed | |
| 93 | Total YTD membership sales 2023 | 95 ↓ (vs Oct 2021) |
| 72 | YTD – New | 35 ↑ more than 2021 |
| 21 | YTD – Renewed | 136 ↓ less than 2021 |

Supported Membership Promotions:

- New custom-built Membership system and CRM software has been developed for 2022 drive
- No paid advertising has been undertaken in October, as a Soft Launch at Market has taken place to ensure the system is running effectively.
- Mentions about the Membership being on sale for 2023 has been limited to some social post mentions and generic comms in two weekly member/subscriber newsletters.
- No customized communications has been sent to existing Members encouraging them to sign up until we felt the system would be seamless.

MARKETING/COMMUNICATION

OVERVIEW

This month we held several promotions aimed at driving new customers to the market and to individual stallholders for purchases. These including the Markets 'Sweet 16 Birthday Celebrations' on the 2nd October, British Film Festival Double Movie pass give-away on 13 October and the Halloween Eve Morning promotions including Trick or Treat Trail and giveaway of 2 Halloween Family Hampers. This was a huge success with over 300 trail bags given away and 191 completed entry forms being received.

We have continued to secure a free and regular live cross on FiveAA every Sunday morning with Michael Keelan in which we have worked with selected stallholders to conduct. This month we saw 4 interviews go live.

This month the focus on digital content across all the social platforms was reduced due to the availability of time and focus placed on the CRM/Membership Software Development and the development and paid advertising of the promotions undertaken, that resulted in good attendances on Halloween Eve. Full insights are available at the end of the report with a snapshot for Facebook, Instagram, and Google outlined below.

Total Facebook followers increased by 7.3% reaching over 30,000 followers. Instagram followers also increased by 1729 reaching over 20,000 followers. Both are huge achievements, especially given the level of content posted on both these platforms was reduced this month.

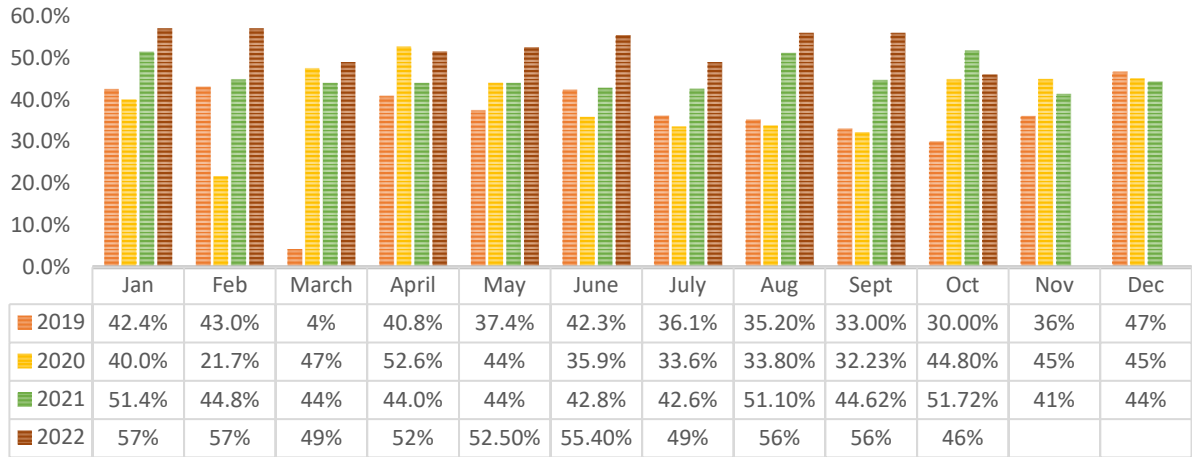
Google Analytics continues to perform well compared with October 2021. The most significant increases were business profile searches being up by 66%, Business Profile Interactions up 53.3% (vs Oct 2021) and business views up by 33.2%. Furthermore, our 1506 uploaded photos received a total of 298130 total in September (October N/A at time of reporting's).

We have continued to run a Google Ad listing to promote the market and get click through to the website. Our fixed daily budget needs revisiting and the keyword searches. This will need a increase in annual budget spend to continue to have an impact. We are currently achieving over 2,000 impressions with 60% conversion rate for a maximum spend of \$7 a day or \$224 this month. We are easily running out of budget each month and could allocate more to effectively increase traffic.

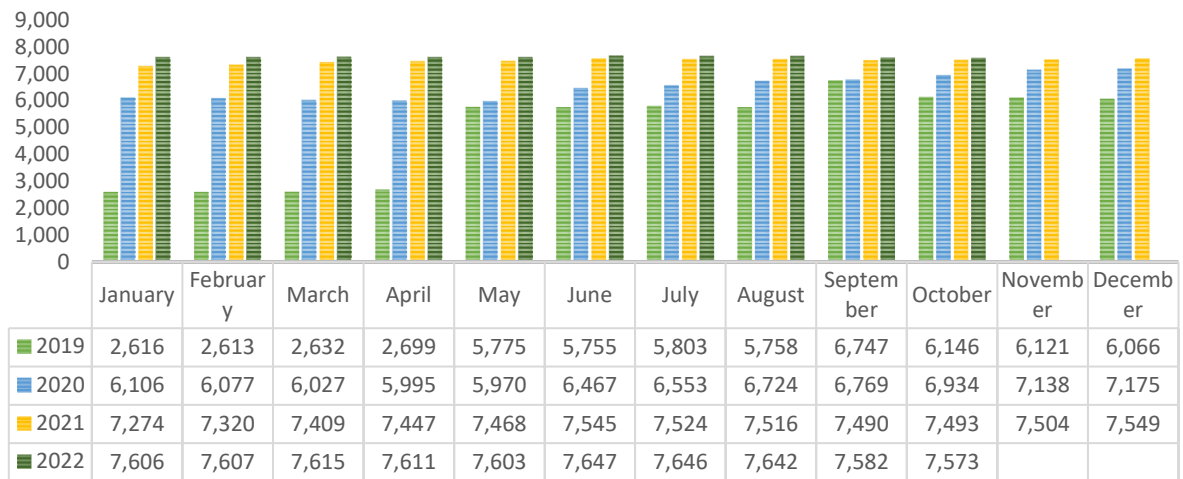
Stallholder profile updates on the website continue to filter back slowly, but available hours to work on this task are the main issue.

An additional promotion this month was with Palace Nova Cinemas with 10 doubles for the British Film Festival. Selected stallholders were interested and although the response was not huge it offers to enter to win is appreciated and it has been said by some it drives business to the stand. In September the Italian Film Festival was a success and saw mostly members enter with over 136 tickets received that were only issued when someone made a purchase at selected stalls.

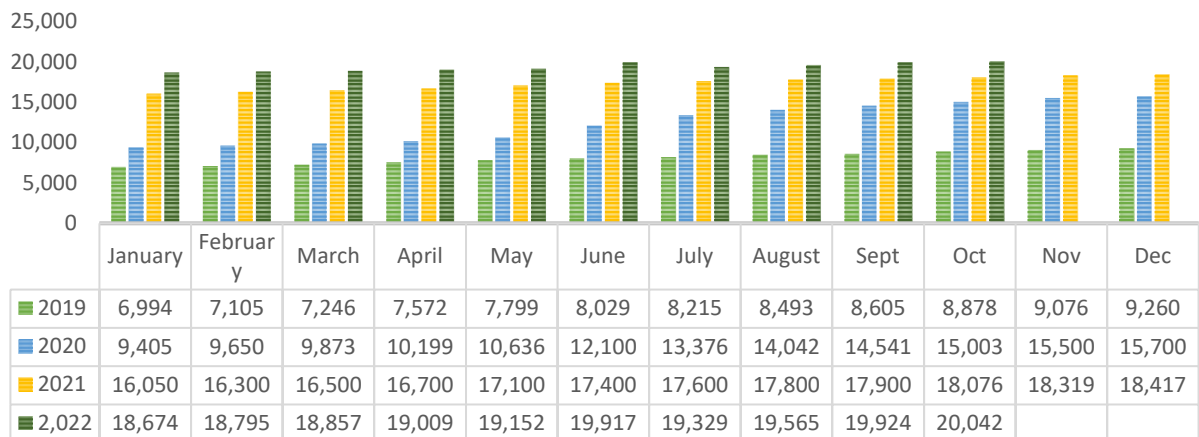
EMAIL OPEN RATE



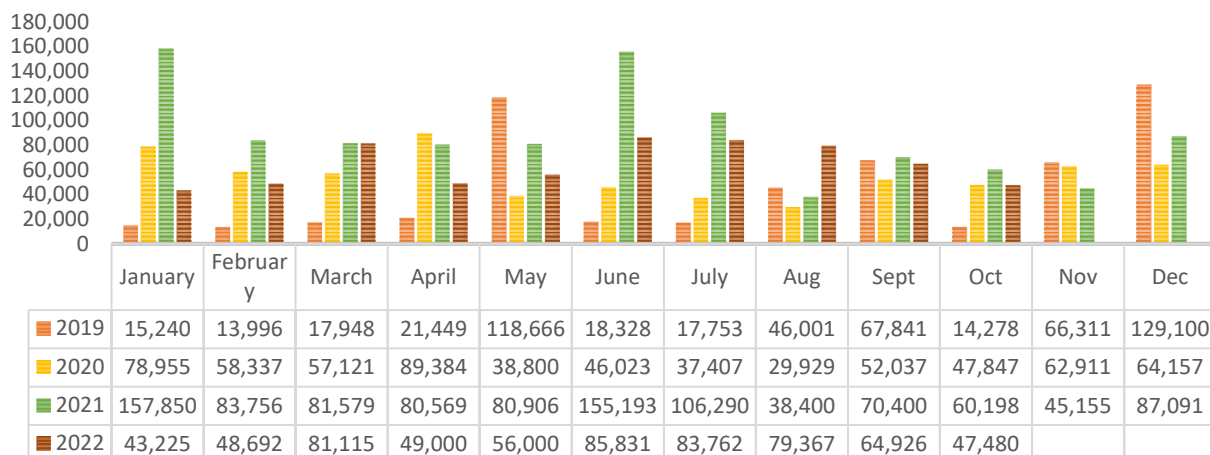
EMAIL SUBSCRIBERS



INSTAGRAM FOLLOWERS



FACEBOOK REACH



MARKETING COMMENTARY

DIGITAL OVERVIEW (Facebook/Instagram/Google My Biz)

Facebook

| | | |
|--------|---|--------------------------------------|
| 47,840 | Total reach this month | 27.4% ↓ (vs Jul) 29.4% ↑ (vs Aug 21) |
| 1,693 | Page visits | 4.5% ↓ (vs Jul) |
| 30,133 | Total followers | 7.3% ↑ Year on Year |
| 28,798 | Likes | ↑ (vs Sept) |
| 167 | New Page likes | 15% ↑ (vs Sept) |
| 8367 | Engagement | 8% ↓ (vs Sept) |
| 18 | Posts | 7 ↓ (vs Sept) |
| 36 | Stories | |
| 28.1% | 1 st Top Age Range 35-44 yrs | |
| 19.9% | 2 nd Top Age Range 45-54 yrs | |
| 17% | 3 rd Top Age Range 25-34 yrs | |
| 82.5% | Women | |
| 17.5% | Men | |

Instagram

| | | |
|---------|---|------------------------------|
| 11,803 | Reach (9,530 K followers / 2,273 non-followers) | 36% ↓ (vs Sept) |
| 2,919 | Profile visits | 5.9% ↓ (vs Sept) |
| 20,042 | Followers | 1729 ↑ (compared with 2021) |
| 358 | New followers (Growth) | |
| 647 | Accounts engaged | 45 % ↓ (vs Sept) |
| 182,833 | Impressions | 8.1 % ↓ (vs Sept) |
| 25 | Posts | |
| 168 | Stories | 53% interactions ↑ (vs Sept) |
| 0 | Reels | |
| 30.6% | Age Range 25-34 yrs | |
| 34.5% | Age Range 35-44 yrs | Maintained "Top Spot" |
| 18.2% | Age Range 45-54 yrs | |
| 83.2% | Women | |
| 16.7 | Men | |

| | | |
|-----|------------------|--|
| 6pm | Most active time | |
|-----|------------------|--|

Facebook & Instagram (Joint Advertising)

| | | |
|----------|--------------------------------------|---|
| 6,562 | Overall Paid Reach (saw ads) | 67% ↓ (vs Sept) |
| 13,586 | Overall Paid Impressions (on-screen) | 77.1% ↓ (vs Sept) |
| \$111.60 | Total Spend | |
| 1 | Ad – Event Weekly Market 15/10/2022 | 1,431 Reach / 25 event responses, spent \$15, CPC \$0.72 |
| 2 | Ad – Halloween Eve Market 30/10/2022 | 5,830 Reach / 190 event responses spent \$92.98, CPC \$0.40 |

Google My Business

| | | |
|--------|--|-----------------------|
| 19,420 | Searches showed business profile | 66% ↑ (vs Oct 2021) |
| 2,841 | Business profile interactions | 53.3% ↑ (vs Oct 2021) |
| 30,231 | Business profile views | 33.2% ↑ (vs Oct 2021) |
| 23,385 | Google Search – mobile | 64% |
| 5,777 | Google Search – desktop | 17% |
| 4,315 | Google Maps – mobile | 16% |
| 1,428 | Website clicks made from your Business Profile | 26.6% ↑ (vs Oct 2021) |
| 298130 | 1506 photos got total views in the last month | September figures |
| 1,360 | Direction request | 94.8% ↑ (vs Oct 2021) |

EDM / Newsletter

| | | |
|------|------------------------------------|-------------------------------------|
| 7573 | Email distribution list | 80 or 1% ↑ (vs Oct 2021) |
| 46% | Open rate | 5% ↓ (vs Oct 2021) |
| 5.2% | Click through rate | Industry average is 2.94% |
| 2824 | Members Only – Notification of AGM | 57.5% opened, 2.3% clicked through. |

Other Digital Asset Updates- NIL

PROMOTIONS & CAMPAIGNS (PAID)

| Date | Promotion / Campaign | Platform & Type | Results & Outcomes |
|----------|---|---|----------------------------|
| Aug 2022 | Market Search Listing Advertising – Weekly market | Google Search Ad Listing | NO ADVERTISING THIS MONTH. |
| Aug 2022 | “Shop like a Locavore” Weekly Market & Pop Up in the Park Digital branded banner | Adelaide Showground Goodwood Road Digital Signage | Unable to measure |

Media Coverage: Win in delicious. Harvey Norman Produce Awards 2022 (see Appendix 3).

CAMPAIGN – RADIO – “Shop like a Locavore” Adverts – Nil this month.

Additional advertising is scheduled for November & December 2022 as part of the Memberships and support Festive Trading hours.

ADDITIONAL PUBLICITY RECEIVED:

FiveAA Live Cross Over (FOC)

FiveAA Live crossovers to the market every Sunday morning with Michael Keelan have continued.

Refer to the Attachment 1 for Media Coverage and Statistic received with each promotion.

THIS MONTH'S ACTIVITIES:

- **Website Maintenance**

Contacted all stallholders requesting that they review the existing Website profile page and provide feedback by the 19th of August. Some updates have been received and these are yet to be undertaken. A significant number of stallholders have not responded or acknowledged receipt of the email so a follow will be required and time permits.

- **Grant Application**

No additional funding was sourced this month via grant applications.

EXAMPLE OF SEPTEMBER/OCTOBER MARKET PROMOTION AND ARTWORK

SEPTEMBER 2022

Orphanage Park Pop Up Markets 4 & 11/9/2022



Farmers' Day Give-Away – Orphanage Park Pop Up Market 4/9/2022



**Farmers' Day
Showbag**
4 Sept 2022

**SHOP TO
WIN**

1 of 2 Farmers' Day Showbags and 1 of five double tickets to the Royal Adelaide Show

Event Held at Orphanage Park:

| Kids Activity Participation | | | | | |
|---|--------------|--|------------|--|--|
| | Participants | | Total Cost | | |
| Terrarium | 61 | | \$ 331.50 | | |
| Flower | 82 | | \$ 329.60 | | |
| Total | 143 | | | | |
| | | | | | |
| | | | | | |
| Stats Farmers' Day Promotion 'Shop to Win" - Held at Orphanage Park | | | | | |
| Win 1 of 2 Farmers Day Showbags and 1 of 5 double tickets to the Royal Adelaide Show | | | | | |
| Members | 583 | | | | |
| Non-Members | 239 | | | | |
| Total | 822 | | | | |
| | | | | | |

Movie Ticket Promotion – Italian Film Festival 15/9/2022



| ITALIAN FILM FESTIVAL GIVEAWAY | Total | Members | Non- Members | % |
|--------------------------------------|------------|---------|--------------|-----|
| Entry Forms produced | 300 | | | |
| Entry forms NOT circulated | 56 | | | 19% |
| TOTAL ENTRY FORMS DISTRIBUTED | 244 | | | |
| Tickets entered | 136 | 122 | 14 | 50% |
| Total not entered | 108 | | | 44% |
| Total stallholders | 6 | | | |

Stallholder Participated

6

Patlin Gardens,
Virgara's Garden,
Grancari Estate Wines
Taralli Continental Biscuits
Just Gluten Free,
From the Grain

Prize

10 x Double Movie Passes to Italian Film Festival 2022 (Sept/Oct)

Winners

Congratulations to our 10 lucky winners from Sunday 25 October:

Dayna Martin, Jane Turner
Goldsmith, Takiana McKeever,
Christine Nobes, Gill Lloyd, Sonia
Battilana, Toby Gush, Gill Lloyd,
Graham O'Neill, Mev Cinar

OCTOBER 2022

Market Sweet 16 Birthday Celebrations – 2/10/2022



British Film Festival Movie Ticket Promotion – 13/10/2022

| Stallholders | Film Festival |
|---------------------|---|
| Alexandrina Cheese | Cheddar Cheese |
| Collett & Miels | Marmalade |
| Fiaje Jams | Orange Marmalade |
| Fleurieu Lavender | British lavender |
| Ginny Pig | Xmas Gin |
| Harts Vegetables | Potatoes |
| Little Bang Brewery | British Beer - Union Jack |
| Najobe | Traditional Old English Sausages |
| Meal Pantry (The) | Take away meals Sheppards Pie and Mustard Chicken |
| Vespa Espresso Bar | Coffee |



Winners

Paula Wegener
Filo Momcilovi
Eddie O'Brien
Carla Humphries
Sue Bramley
Mareke Gorpfest
Sebastian & Marie Paulik
Rachael Wagner Rohda
Debbie Severin
Sharyn Roach Anleu

Entries Received

| | |
|-----------------------|-----------|
| Members | 56 |
| Non- Members | 27 |
| Total Entries: | 83 |

2023 Membership Goes on Sale – Soft Launch QR Code introduced & new Software (23 October)



Halloween Eve Comes to the Market (30/10/2022)



Marketing for Halloween 2022

Trick or Treat Trail Participants 191

Play and Go Page listing <https://playandgo.com.au/halloween-market-adelaide-showground-farmers-market/>

Home Page <https://playandgo.com.au/>

Kids in Adelaide Page listing <https://kidsinadelaide.com.au/event/halloween-at-adelaide-farmers-market/>

Google Event Event Post

Twitter Post

Adelaide Showground Socials Social

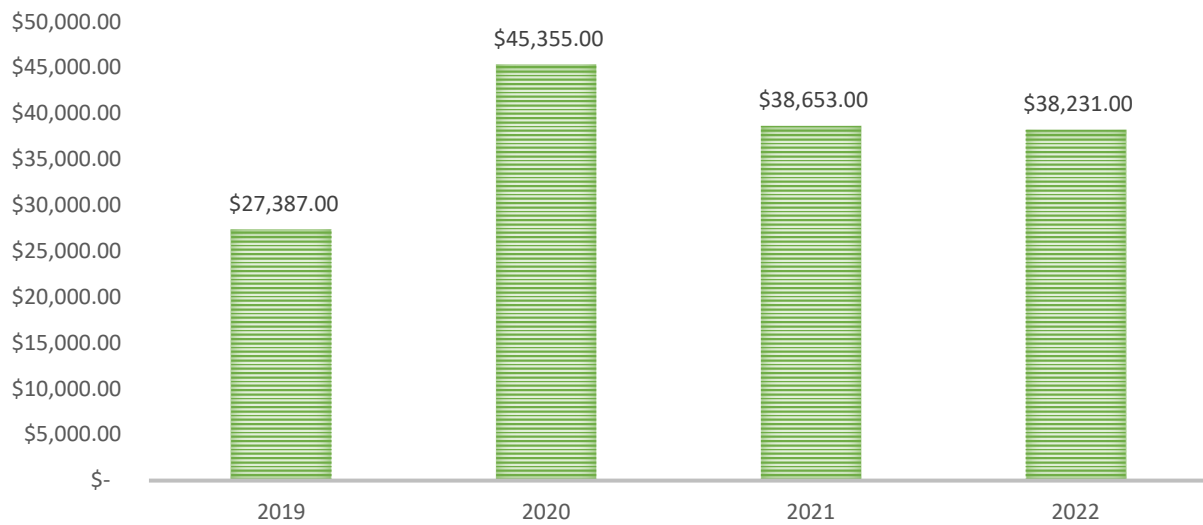
City of Unley Socials

Glam Adelaide Event Page <https://glamadelaide.com.au/events/halloween-comes-to-the-farmers-market/>

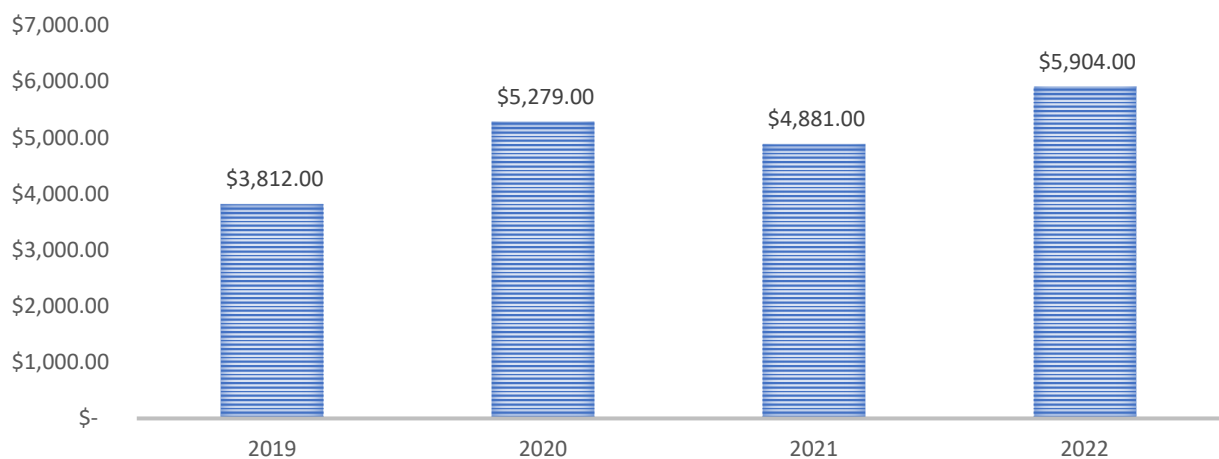
Glam Adelaide Halloween Event Guide <https://glamadelaide.com.au/guide-to-adelaides-scary-and-spooky-halloween-events/>

OPERATIONS

OCTOBER SITE FEES



OCTOBER CATERING FEES



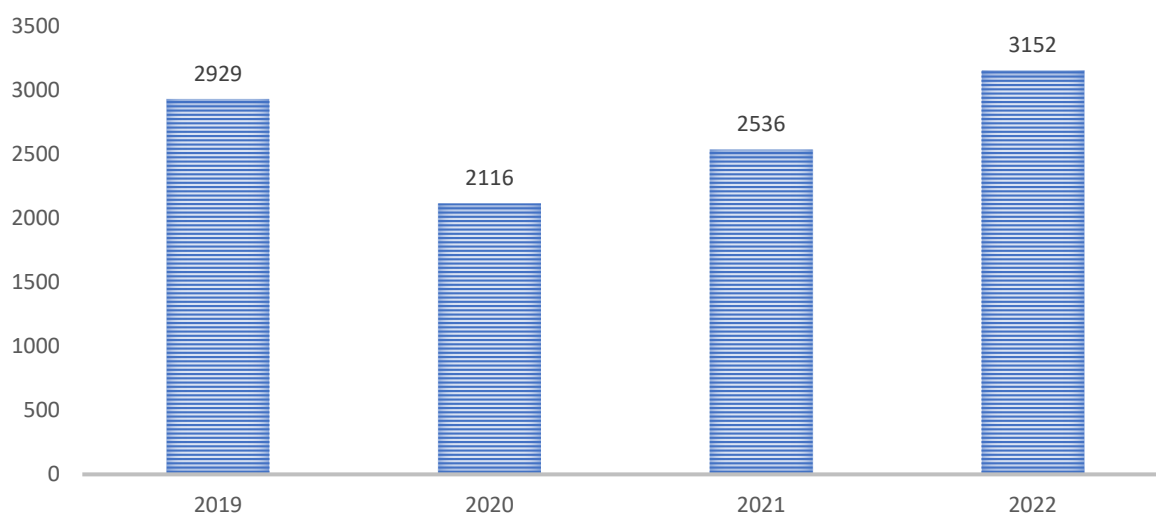
INCOME

Stall fees have steadied and budget met for October. Work has been done on making sure we have stalls not affected by weather fluctuations. Staffing issues continues to have impact on stalls ability to attend each week.

WEEKLY ATTENDANCE COUNT/RECORDS OCTOBER 2022

| | 2/10/2022 | 9/10/2022 | 16/10/2022 | 23/10/2022 | 30/10/2022 |
|-------------------------------|---|-----------------|--|--|------------|
| Attendance | 2368 | 3319 | 3974 | 2570 | 3529 |
| Compared to 2021 | 3/10/2021 | 10/10/2021 | 17/10/2021 | 24/10/2021 | 31/10/2021 |
| Attendance | 1682 | 2505 | 3103 | 2281 | 3110 |
| Notes | 16th Birthday Sweet 16 / Long Weekend / School Holidays | School Holidays | Bay-Birdwood / School Goes Back / Gilles | New 2023 membership / FWD/Boating Show | Halloween |
| Weather | 24 | 17 | 19 | 17 | 27 |
| Number of Sites | 100 | 95 | 95 | 86 | 96 |
| Number of Stallholders | 82 | 77 | 78 | 69 | 79 |
| Number of shared sites | 1 | 2 | 1 | 1 | 1 |
| Caterers onsite | 7 | 7 | 6 | 6 | 7 |

OCTOBER 2022 ATTENDANCE



We have well and truly settled back into our regular location in and around the Stirling Angus Pavilion within the Adelaide Showground with market numbers continuing to grow. The total market attendances in October were 15,760 an average of 3,152 per week, compared with 2,536 in 2021 and 2,116 in 2020. This

is a great outcome as it demonstrates that market growth is continuing and that market promotions have been successful in driving increased customers weekly to the Sunday Market.

| Average stalls for the month | July | August | September | October | November | December | January | February | March | April | May | June | Average YTD v Full Year |
|--|-------|--------|-----------|---------|----------|-----------|--|----------|-------|------------|------|-------|-------------------------|
| 2022-2023 | 80.4 | 83.5 | 64.75 | 94.4 | | | | | | | | | |
| 2021-2022 | 88.75 | 93.3 | 92.1 | 93.2 | 96.6 | *****92 | 81 | 96.5 | 94.5 | 81.75***** | 90.6 | 88.5 | 90.7 |
| 2020-2021 | 90.75 | 91.4 | 94.37 | 92.75 | 91.3 | ****89.75 | 85.7 | 85.12 | 92.5 | *****84.25 | 93.2 | 91.25 | 90.8 |
| 2019-2020 | 78.3 | 76.4 | 79.1 | 80.25 | 83 | 85.7 | 81.25 | 85.63 | 85.1 | 73.25 | 81.9 | 86.5 | 81.4 |
| 2018-2019 | 83.3 | 78 | 76 | 88.25 | 85.1 | 88.4 | 86 | 93 | 94.3 | ***77.75 | 82.5 | 82.9 | 85.3 |
| 2017-2018 | 85.6 | 86.25 | 81.75 | 96.1 | 102.7 | *98.8 | 98 | 98.25 | 97.75 | **81.2 | 89.4 | 83.12 | 91.9 |
| 2016/2017 | 86.4 | 85.5 | 80.5 | 87 | 96 | 93.5 | 91 | 94.8 | 92.9 | 81.7 | 91.5 | 89.4 | 89.4 |
| 2015/2016 | 87.3 | 90 | 82 | 95.8 | 102.2 | 95.3 | 93.7 | 98.6 | 101 | 94.1 | 91.6 | 88.8 | 93.7 |
| * Dec 2017 figure drops to 88.1 if the Twilight market is included(34.5 stalls attended) | | | | | | | ***April 2019 figure increases to 87 if Easter Sunday market excluded (50 sites included) | | | | | | |
| Sept 2022 increase to 91.5 if Orphanage Park excluded (38 Stalls attended) | | | | | | | **April 2018 figure increases to 91.5 if Easter Sunday market excluded (40 stalls attended) | | | | | | |
| | | | | | | | ****Dec 2020 figure increases to 102.8 if Twilight market excluded (45 stalls attended) | | | | | | |
| | | | | | | | *****April 2021 figure increases to 93.7 if Easter Sunday market excluded (56 stalls attended) | | | | | | |
| | | | | | | | ***** Dec 2021 figure decreases due to Twilight Market and no Boxing Day | | | | | | |
| | | | | | | | *****April 2022 increase to 89.66 if Easter excluded (58 Stalls attended) | | | | | | |

Average Attendance Statistics

| Average attendance for the month | July | August | September | October | November | December | January | February | March | April | May | June | Average YTD v Full Year |
|--|------|--------|-----------|---------|----------|----------|---------|----------|-------|-------|------|------|-------------------------|
| 2022-2023 | 3285 | 3302 | *2370.25 | 3152 | | | | | | | | | |
| 2021-2022 | 2449 | 2381 | 2384 | 2536 | 2154 | 2015 | 2119 | 2593 | 2289 | 3215 | 3396 | 3027 | 2546 |
| 2020-2021 | 2384 | 2227 | 2392 | 2116 | 2189 | 1842 | 2154 | 2525 | 2480 | 2446 | 2607 | 2449 | 2318 |
| 2019-2020 | 2539 | 2342 | 2613 | 2929 | 3408 | 2656 | 2884 | 2628 | 3010 | 2354 | 2523 | 2744 | 2719 |
| 2018-2019 | 3059 | 2641 | 2972 | 2918 | 2716 | 2745 | 2589 | 3308 | 2904 | 2908 | 2672 | 2291 | 2810 |
| 2017-2018 | 3068 | 3274 | 3010 | 2992 | 3227 | 2463 | 3647 | 3446 | 2854 | 3037 | 2635 | 3125 | 3043 |
| *Sept 2022 fig increases to 3333 if Orphanage park excluded (1407.5 average) | | | | | | | | | | | | | |

FOR YOUR INFORMATION

| | |
|---|--|
| <p>New Stallholders:</p> <ul style="list-style-type: none"> The Meal Pantry Basket Range Bakers The Spare Room Cafe | <p>Returning stallholders:</p> <ul style="list-style-type: none"> |
| <p>Stallholder Finishing Temporarily:</p> <ul style="list-style-type: none"> Coffin Bay Oysters | <p>Stallholders Finished Permanently:</p> <ul style="list-style-type: none"> The Prawn Store Fruit Wise |

NOTES

JAM FACE – have moved inside and this has brought life and traffic to the western end of the pavilion. Queues are being well managed and headed out of the pavilion

THE SPARE ROOM CAFÉ – Had a slow start getting their head around the gap left by Kuhl Kooking, however they have now found their legs. Like all hospitality businesses at the moment with the new surge in Covid cases they are having their fair share of staffing issues. The feedback from customers has been very positive re their service and food.

THE PRAWN STORE - We have discontinued the right to trade for The Prawn Store. Given that the Prawn store is only attending the markets at peak times when there is a surge in shopping, ie Easter and then Christmas, yet they were trading elsewhere at other times made their presence at the market questionable in relation to our Rules. Dinko Tuna has had approval to sell their prawns for some time and will now publicise this to cover this gap. Their prawns are of the same quality, and availability is more constant and prices are equivalent or less.

FRUIT WISE – Informed us of their decision early October to leave the market with no explanation. However in early October we learnt that Carman's had acquired the brand. See below from <https://www.foodanddrinkbusiness.com.au/news/carman-s-acquires-fruit-wise>

‘For Fruit Wise managing director Bridget Beal, selling the 15-year-old family business to Carman's felt like the right move.

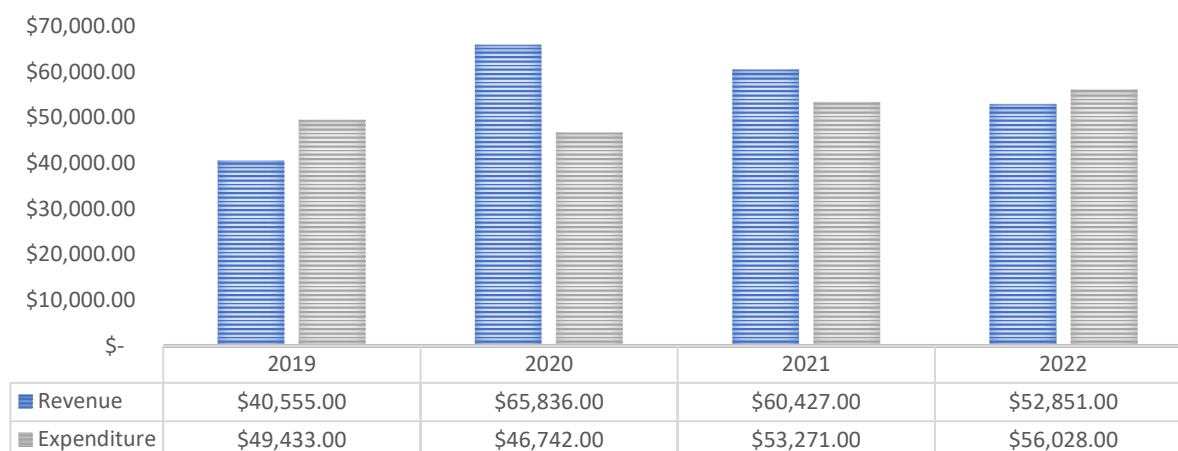
“After speaking with Carolyn we knew straight away that this was the right move for Fruit Wise. We wanted to make sure we were passing over the reins to someone just like Carolyn, who shared the same outlook about delicious and healthy snacking and looking after Aussie families. We can't wait to watch Fruit Wise grow under the care of Carman's.”

COFFIN BAY OYSTERS – Are having logistics issues and are now on hold pending a solution. We have reached out to other oyster farmers from the same area to see if there is any other interest leading up to Christmas.

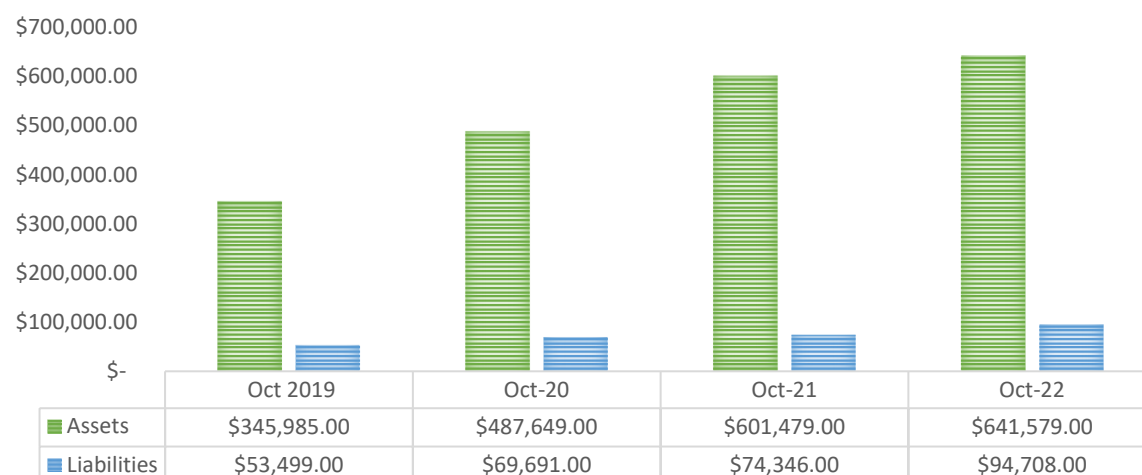
WEATHER – Given the rains, there will be an impact on stalls selling summer fruit. Eko fruits have indicated their first harvest of Cherries is out, Rich Pickings have also indicated they will not have cherries to sell at the market this year due to rain damage. Merry Cherry have confirmed at this stage they are good to go for late November and onwards to Christmas, which is good news.

FINANCE

REVENUE/EXPENDITURE OCTOBER



TOTAL ASSETS/LIABILITIES OCT 2022



NOTES

OVERVIEW

The market continues to perform well and with the commencement of the 2023 Membership Sales in using the custom build software.

We have introduced Pay Pal, Square for sales, scanning of Membership cards and the use of QR Codes to sign up as a member. These changes are bringing about efficiency in our operation. Furthermore, we have two sponsored Bicycles to giveaway that will be supported by radio and print promotions and hope will drive increases sales in 2023.

The Membership program is certainly more user friendly, and we have received positive feedback at the market by users many stating 'how easy it is to sign up' which may also help drive more sales. Additional work is yet to be done on the CRM which we hope to have fully operational by early December. This will bring about lots of new operational efficiencies for the team and stallholders plus the potential to add future customized builds to enhance all user experiences include e-commerce, stallholder scheduling and competition participation and event registrations to name just a few. This is just the beginning and the opportunities for the market are endless.

ATTENDANCE NUMBERS

Attendance have been good over the last two months and returned to high numbers. The current surge in Covid cases has not had a significant impact on numbers at this stage.

ORPHANAGE POP UP

The two pop up Orphanage markets were a great success. Council funding was received to the value of \$5000, \$1000 inkind.

Week One – 38 Stallholders, 3 Caterers

Week Two – 36 Stallholders, 3 Caterers

The ASFM Management team ran one of the catering stalls, the Bacon and Egg Brekkie Bar, to fill a gap and made a profit of approx \$1300

Total Income - \$11992

Total Expenses - \$6469

Profit - \$5523

Attendance was recorded at 4/9 - 1391 & 11/9 - 1424 although it was particularly difficult to count. Council event staff in attendance suggest it was slightly higher than that on both days.

Some difficulties occurred on the first week due to stallholders driving in areas where that was off limits, but additional instructions and bunting prevented this situation in the second week and no restitution work on the turf was required post event.

BUMP OUT/BUMP IN

Bump out of the Leader St location and bump back into the Stirling Angas Location went without any hitches. No offsite storage made things considerably easier for the management team. Extra staff were put on for the bump days to help stallholders and to load/unload our storage containers. This was already in the budget.

Profit and Loss

Adelaide Showground Farmers Market
For the month ended 31 October 2022

| Account | Sep 2022 | September 2022 Budget | Oct 2022 | October 2022 Budget | YTD 2022/23 | 2022/23 YTD Budget | YTD 2021/22 Actuals | 2022/23 Budget |
|--------------------------------------|-------------------|--------------------------|------------------|------------------------|-------------------|-----------------------|------------------------|-------------------|
| Trading Income | | | | | | | | |
| Bag Revenue | 341.31 | 290.00 | 460.35 | 370.00 | 1,689.82 | 1,600.00 | 1,700.87 | 5,000.00 |
| Car Park Card Revenue | 54.54 | 50.00 | 190.90 | 2,500.00 | 922.68 | 2,950.00 | 3,617.79 | 30,800.00 |
| Catering Rental Income | 3,985.00 | 5,700.00 | 5,904.37 | 5,000.00 | 16,272.04 | 18,800.00 | 18,876.41 | 58,000.00 |
| Donations | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Membership Income | 1,234.30 | 1,300.00 | 7,021.34 | 15,000.00 | 15,177.40 | 22,300.00 | 20,844.39 | 210,000.00 |
| Merchandise Sales | 275.46 | 150.00 | 387.28 | 200.00 | 1,587.49 | 410.00 | 374.09 | 2,500.00 |
| Miscellaneous Revenue | 0.00 | 0.00 | 3.92 | 0.00 | 3.92 | 0.00 | 0.00 | 0.00 |
| Power Fees | 2,366.31 | 2,083.00 | 2,202.47 | 2,083.00 | 7,236.06 | 8,336.00 | 9,640.70 | 25,000.00 |
| Private Funding | 0.00 | 0.00 | 0.00 | 0.00 | 245.44 | 0.00 | 245.44 | 0.00 |
| Site Rent Income | 41,332.72 | 40,000.00 | 38,231.23 | 35,000.00 | 128,835.31 | 143,000.00 | 154,248.95 | 420,000.00 |
| Sponsorship income | 0.00 | 750.00 | 0.00 | 0.00 | 750.00 | 750.00 | 750.00 | 2,500.00 |
| RAHS Subsidy | 16,000.00 | 16,000.00 | 0.00 | 0.00 | 16,000.00 | 16,000.00 | 8,000.00 | 16,000.00 |
| Grant Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,727.27 | 0.00 |
| Total Trading Income | 65,589.64 | 66,323.00 | 54,401.86 | 60,153.00 | 188,720.16 | 214,146.00 | 221,025.91 | 769,800.00 |
| Cost of Sales | | | | | | | | |
| COGS - Bags | 211.05 | 200.00 | 280.00 | 200.00 | 671.70 | 800.00 | 1,002.86 | 3,750.00 |
| COGS - Car park costs | 0.00 | 0.00 | 190.00 | 1,400.00 | 0.00 | 1,400.00 | 1,386.36 | 28,500.00 |
| COGS - Merchandise Costs | 522.50 | 208.00 | 300.00 | 208.00 | 1,439.10 | 832.00 | 530.00 | 2,500.00 |
| Freight | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Membership Costs | 117.60 | 560.00 | 780.00 | 560.00 | 750.90 | 2,240.00 | 2,012.65 | 6,720.00 |
| Total Cost of Sales | 851.15 | 968.00 | 1,550.00 | 2,368.00 | 2,861.70 | 5,272.00 | 4,931.87 | 41,470.00 |
| Gross Profit | 64,738.49 | 65,355.00 | 52,851.86 | 57,785.00 | 185,858.46 | 208,874.00 | 216,094.04 | 728,330.00 |
| Events | | | | | | | | |
| Event Income | | | | | | | | |
| Event Income - Orphanage Market | 8,045.63 | 2,700.00 | 0.00 | 0.00 | 11,617.97 | 2,700.00 | 0.00 | 2,700.00 |
| Total Event Income | 8,045.63 | 2,700.00 | 0.00 | 0.00 | 11,617.97 | 2,700.00 | 0.00 | 2,700.00 |
| Event Expenses | | | | | | | | |
| Event Expenditure - Orphanage Market | (4,222.53) | (6,500.00) | (135.18) | 0.00 | (4,888.13) | (6,500.00) | 0.00 | (6,500.00) |
| Event expenses - COVID-19 | 0.00 | (250.00) | 0.00 | (250.00) | (2,964.44) | (1,000.00) | (1,607.65) | (3,000.00) |
| Total Event Expenses | (4,222.53) | (6,750.00) | (135.18) | (250.00) | (7,852.57) | (7,500.00) | (1,607.65) | (9,500.00) |

| | | | | | | | | |
|-------------------------------------|-----------------|-------------------|-----------------|-----------------|-----------------|-------------------|-------------------|-------------------|
| Gross Profit (Loss) on Event | 3,823.10 | (4,050.00) | (135.18) | (250.00) | 3,765.40 | (4,800.00) | (1,607.65) | (6,800.00) |
|-------------------------------------|-----------------|-------------------|-----------------|-----------------|-----------------|-------------------|-------------------|-------------------|

Grant Funding

| | | | | | | | | |
|-------------------------------|-------------|-------------|-------------|-------------|-----------------|-------------|-------------|-------------|
| Grant Income | | | | | | | | |
| Grant Funding - City of Unley | 0.00 | 0.00 | 0.00 | 0.00 | 4,000.00 | 0.00 | 0.00 | 0.00 |
| Total Grant Income | 0.00 | 0.00 | 0.00 | 0.00 | 4,000.00 | 0.00 | 0.00 | 0.00 |

| | | | | | | | | |
|---|-------------|-------------|-------------|-------------|-----------------|-------------|-------------|-------------|
| Gross Profit (Loss) on Grant Funding | 0.00 | 0.00 | 0.00 | 0.00 | 4,000.00 | 0.00 | 0.00 | 0.00 |
|---|-------------|-------------|-------------|-------------|-----------------|-------------|-------------|-------------|

Other Income

| | | | | | | | | |
|---------------------------|-------------|-------------|-------------|-------------|--------------------|-------------|--------------------|-------------|
| Distributions Received | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,690.58 | 0.00 |
| Interest Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Other Income | 0.22 | 0.00 | 0.00 | 0.00 | 0.22 | 0.00 | 0.00 | 0.00 |
| Portfolio Gain / Loss | 0.00 | 0.00 | 0.00 | 0.00 | (11,099.66) | 0.00 | (24,428.00) | 0.00 |
| Total Other Income | 0.22 | 0.00 | 0.00 | 0.00 | (11,099.44) | 0.00 | (22,737.42) | 0.00 |

Operating Expenses

| | | | | | | | | |
|--|-----------------|-----------------|------------------|-----------------|------------------|------------------|------------------|------------------|
| Accounting | | | | | | | | |
| Accounting and Legal Fees | 1,700.00 | 1,600.00 | 0.00 | 2,500.00 | 2,000.00 | 4,300.00 | 5,460.00 | 9,000.00 |
| Audit Fees | 3,700.00 | 6,400.00 | 3,100.00 | 0.00 | 6,800.00 | 6,400.00 | 2,500.00 | 6,400.00 |
| Total Accounting | 5,400.00 | 8,000.00 | 3,100.00 | 2,500.00 | 8,800.00 | 10,700.00 | 7,960.00 | 15,400.00 |
| Marketing | | | | | | | | |
| Advertising and Marketing - Above line | 1,050.20 | 3,333.00 | 6,204.62 | 3,333.00 | 12,158.01 | 13,332.00 | 10,359.13 | 40,000.00 |
| Advertising and Marketing - Below line | 3,553.88 | 1,666.00 | 3,958.30 | 1,666.00 | 10,258.61 | 6,664.00 | 1,154.16 | 20,000.00 |
| Total Marketing | 4,604.08 | 4,999.00 | 10,162.92 | 4,999.00 | 22,416.62 | 19,996.00 | 11,513.29 | 60,000.00 |
| Bank Charges | 252.86 | 250.00 | 216.40 | 750.00 | 969.42 | 1,520.00 | 976.67 | 8,500.00 |
| Cleaning Expense | 0.00 | 400.00 | 0.00 | 0.00 | 0.00 | 400.00 | 0.00 | 800.00 |
| Committee Expenses | 651.46 | 0.00 | 162.29 | 4,000.00 | 826.41 | 4,300.00 | 4,245.70 | 5,000.00 |
| Computer Consultant Fees | 0.00 | 100.00 | 0.00 | 100.00 | 87.50 | 400.00 | 1,090.00 | 1,200.00 |
| Computer Supplies | 10.20 | 0.00 | 0.00 | 0.00 | 89.20 | 0.00 | 0.00 | 0.00 |
| Depreciation Expense | 575.30 | 0.00 | 0.00 | 0.00 | 1,719.93 | 0.00 | 2,725.80 | 0.00 |
| Dues & Subscriptions | 311.35 | 500.00 | 231.14 | 120.00 | 1,549.08 | 1,095.00 | 1,124.76 | 4,000.00 |
| Electricity | 4,206.68 | 1,833.00 | 0.00 | 1,833.00 | 4,206.68 | 7,332.00 | 6,846.01 | 22,000.00 |
| Equipment Expense/Hire | 0.00 | 13.00 | 0.00 | 13.00 | 0.00 | 52.00 | 83.70 | 150.00 |
| Insurance | 700.27 | 0.00 | 700.27 | 0.00 | 2,639.97 | 8,000.00 | 2,085.83 | 8,000.00 |
| Kids Club Activity Programme | 336.36 | 500.00 | 482.56 | 500.00 | 850.12 | 2,000.00 | 1,691.40 | 6,000.00 |
| Kitchen Supplies | 54.45 | 333.00 | 226.76 | 333.00 | 281.21 | 1,336.00 | 34.58 | 4,000.00 |
| Maintenance | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 900.00 | 838.04 | 6,500.00 |
| Membership Card Purchase | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 543.65 | 0.00 |
| Minor Equipment | 0.00 | 125.00 | 299.09 | 125.00 | 401.86 | 500.00 | 381.86 | 1,500.00 |
| Money Out (Kounta) | 0.00 | 0.00 | 40.00 | 0.00 | 40.00 | 0.00 | 230.00 | 0.00 |
| Office Supplies | 614.67 | 208.00 | 177.40 | 208.00 | 1,149.80 | 832.00 | 919.41 | 2,500.00 |
| Postage & Shipping | 0.00 | 13.00 | 0.00 | 13.00 | 0.00 | 52.00 | 0.00 | 150.00 |
| Realised Currency Gains | 1.08 | 0.00 | 4.95 | 0.00 | 169.04 | 0.00 | 3.03 | 0.00 |
| Recruitment Expenses | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 570.00 | 1,600.00 |
| Site Attendant's Fee | 1,080.00 | 1,500.00 | 1,440.00 | 1,500.00 | 5,760.00 | 6,000.00 | 5,440.00 | 18,000.00 |

| | | | | | | | | |
|--|------------------|------------------|-------------------|-------------------|--------------------|--------------------|--------------------|-------------------|
| Site Consumables | 47.27 | 100.00 | 6.89 | 100.00 | 218.14 | 400.00 | 524.36 | 1,200.00 |
| Site Equipment Hire | 1,060.22 | 1,690.00 | 1,273.20 | 1,690.00 | 6,508.68 | 6,760.00 | 5,047.35 | 20,300.00 |
| Site Licence Fees Rent | 14,350.00 | 14,350.00 | 14,350.00 | 14,350.00 | 71,745.55 | 57,400.00 | 70,000.00 | 177,000.00 |
| Software Licence Fees | 502.25 | 483.00 | 293.59 | 483.00 | 1,366.74 | 1,932.00 | 1,406.34 | 5,800.00 |
| Staff Amenities | 64.21 | 75.00 | 20.24 | 75.00 | 148.36 | 300.00 | 178.54 | 900.00 |
| Staff Training | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 |
| Superannuation | 2,406.21 | 2,485.00 | 2,084.71 | 2,485.00 | 9,205.87 | 9,940.00 | 6,338.87 | 29,820.00 |
| Telephone | 316.51 | 458.00 | 363.54 | 458.00 | 1,266.94 | 1,832.00 | 1,721.11 | 5,500.00 |
| Travel & Entertainment | 326.36 | 125.00 | 218.18 | 125.00 | 1,862.73 | 500.00 | 190.62 | 1,500.00 |
| Unrealised Currency Gains | 0.00 | 0.00 | 0.00 | 0.00 | 1.62 | 0.00 | 0.00 | 0.00 |
| Volunteer Expenses | 201.00 | 0.00 | 127.10 | 0.00 | 659.55 | 0.00 | 903.44 | 2,000.00 |
| Wages & Salaries | 22,916.43 | 23,670.00 | 19,854.46 | 23,670.00 | 91,690.55 | 94,680.00 | 72,688.82 | 284,040.00 |
| Wages & Salaries - Annual Leave Movement | (1,419.05) | 0.00 | 0.00 | 0.00 | (3,212.16) | 0.00 | (2,977.37) | 0.00 |
| Workcover Levy | 0.00 | 236.00 | 192.32 | 236.00 | 192.32 | 944.00 | 218.50 | 2,840.00 |
| Waste Management | 709.28 | 583.00 | 0.00 | 583.00 | 1,613.12 | 2,332.00 | 36.19 | 7,000.00 |
| Entertainment | 0.00 | 833.00 | 0.00 | 833.00 | 0.00 | 3,332.00 | 0.00 | 10,000.00 |
| Total Operating Expenses | 60,279.45 | 63,862.00 | 56,028.01 | 62,082.00 | 235,224.85 | 245,767.00 | 205,580.50 | 715,200.00 |
| Net Profit | 4,459.26 | 1,493.00 | (3,176.15) | (4,297.00) | (60,465.83) | (36,893.00) | (12,223.88) | 13,130.00 |

Balance Sheet

Adelaide Showground Farmers Market As at 31 October 2022

| | 31 OCT 2022 | 31 OCT 2021 | 31 OCT 2020 | 31 OCT 2019 |
|--|-------------------|-------------------|-------------------|-------------------|
| Assets | | | | |
| Bank | | | | |
| Adel Show Farmers Market Inc | 35,007.02 | 86,594.83 | 164,778.88 | 132,016.33 |
| Bendigo - Business Account | 395,439.00 | 327,492.55 | 120,672.75 | 1,000.00 |
| Cash Management Account | 18,364.26 | 13,362.84 | 9,362.42 | 6,762.98 |
| Petty Cash | 64.20 | 506.45 | 935.60 | 870.40 |
| Total Bank | 448,874.48 | 427,956.67 | 295,749.65 | 140,649.71 |
| Current Assets | | | | |
| Clearing - Cash | (179.30) | 22.40 | (10.20) | 462.10 |
| Inventory | 10,419.90 | 14,137.39 | 23,216.44 | 15,839.54 |
| Money In (Kounta) | (40.00) | (230.00) | (340.00) | (5,240.00) |
| Trade Debtors | 31,043.40 | 19,610.18 | 3,671.70 | 1,171.68 |
| Unrealised gain/loss on investments | - | - | - | 14,731.66 |
| Total Current Assets | 41,244.00 | 33,539.97 | 26,537.94 | 26,964.98 |
| Fixed Assets | | | | |
| Computer Equipment | 29,166.14 | 29,166.14 | 29,166.14 | 60,404.14 |
| Accumulated Depreciation - Computer Equipment | (23,290.81) | (21,509.89) | (18,957.81) | (46,789.60) |
| Accumulated Amortisation - Fence | - | - | (3,548.10) | (3,076.91) |
| Fencing | - | - | 7,097.00 | 7,097.00 |
| Accumulated Depreciation - Furniture & Fixtures | (26,753.73) | (25,497.03) | (22,171.47) | (28,515.51) |
| Furniture & Fixtures at Cost | 48,603.04 | 44,279.73 | 44,279.73 | 54,187.73 |
| Outdoor Seating - Private Funding | 9,277.38 | 9,277.38 | 9,277.38 | - |
| Accumulated Depreciation - Outdoor Seating - Private Funding | (4,162.30) | (2,997.90) | (1,428.02) | - |
| Shipping Container | 3,165.00 | 3,165.00 | 3,165.00 | 3,165.00 |
| Accumulated Depreciation - Shipping Container | (1,324.10) | (1,034.48) | (717.98) | (401.18) |
| Signs and Banners | - | 10,040.00 | 20,233.00 | 47,017.00 |
| Accumulated Depreciation - Signs and Banners | - | (9,406.86) | (15,765.07) | (39,681.31) |
| Plant & Equipment | 8,441.50 | - | - | - |
| Fixtures & Fittings | 7,522.72 | - | - | - |
| Accumulated Depreciation - Plant & Equipment | (52.38) | - | - | - |
| Total Fixed Assets | 50,592.46 | 35,482.09 | 50,629.80 | 53,406.36 |
| Non-current Assets | | | | |
| Accumulated Amortisation - Website Development | (40,928.00) | (30,696.00) | (20,464.00) | (10,232.00) |
| SPDR 200 Fund ETF Units | 84,036.34 | 84,036.34 | 84,036.34 | 84,036.34 |
| Website Development | 57,760.00 | 51,160.00 | 51,160.00 | 51,160.00 |
| Total Non-current Assets | 100,868.34 | 104,500.34 | 114,732.34 | 124,964.34 |
| Total Assets | 641,579.28 | 601,479.07 | 487,649.73 | 345,985.39 |
| Liabilities | | | | |
| Current Liabilities | | | | |
| ATO Integrated Client Account | - | - | (3,434.50) | - |

| | 31 OCT 2022 | 31 OCT 2021 | 31 OCT 2020 | 31 OCT 2019 |
|--------------------------------------|-------------------|-------------------|-------------------|-------------------|
| GST | (1,336.78) | 1,204.17 | 10,618.07 | 4,659.54 |
| PAYG Withholding Payable | 12,461.53 | 2,333.53 | 8,887.53 | 8,423.53 |
| Rounding | - | (0.19) | (4.75) | (4.72) |
| Superannuation Payable | 2,084.71 | 1,375.02 | 1,900.68 | 1,872.92 |
| Trade Creditors | 32,935.73 | 42,182.29 | 17,268.13 | 18,994.97 |
| Wages Payable | 3,888.64 | - | - | 347.96 |
| Total Current Liabilities | 50,033.83 | 47,094.82 | 35,235.16 | 34,294.20 |
| Non-current Liabilities | | | | |
| Prepayments | (6,302.45) | (4,852.92) | - | - |
| Provision for Annual Leave | 37,414.64 | 32,137.89 | 34,456.54 | 19,205.55 |
| Provision for Long Service Leave | 13,610.69 | - | - | - |
| Suspense | (47.74) | (33.00) | - | - |
| Total Non-current Liabilities | 44,675.14 | 27,251.97 | 34,456.54 | 19,205.55 |
| Total Liabilities | 94,708.97 | 74,346.79 | 69,691.70 | 53,499.75 |
| Net Assets | 546,870.31 | 527,132.28 | 417,958.03 | 292,485.64 |
| Equity | | | | |
| Current Year Earnings | (52,868.57) | (13,831.53) | 49,640.43 | (61,682.01) |
| Retained Earnings | 599,738.88 | 540,963.81 | 368,317.60 | 354,167.65 |
| Total Equity | 546,870.31 | 527,132.28 | 417,958.03 | 292,485.64 |